

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Amended)           A creative work evaluating processor-implemented method, comprising:
  - providing an offer to compete to a potential competitor;
  - obtaining an acceptance to an offer to compete from a potential competitor;
  - pairing a plurality of competitors providing an indication evincing a desire to be evaluated;
  - obtaining a creative work from each paired competitor;
  - providing the creative works from paired competitors for evaluation to an audience;
  - obtaining votes from members of the audience experiencing the creative works;
  - totaling votes for each creative work.
2. (Original)   The method of claim 1, wherein the evaluation is a tournament.
3. (Amended)           The method of claim 1, further comprising,
  - generating an offer to compete, prior to providing the offer to compete.
4. (Original)   The method of claim 1, wherein the offer to compete is over creative works.
5. (Original)   The method of claim 1, wherein the offer to compete is upon request of an offering competitor.
6. (Original)   The method of claim 1, further comprising,
  - selecting potential competitors for evaluation, prior to providing the offer to compete.
7. (Original)   The method of claim 6, wherein selection for an evaluation is limited by qualification.
8. (Original)   The method of claim 7, wherein the qualifications are for potential competitors.
9. (Original)   The method of claim 7, wherein the qualifications are for creative works.
10. (Original)   The method of claim 7, wherein qualification is based on hand-selection.

11. (Original) The method of claim 10, wherein hand-selection is made by an audience.
12. (Original) The method of claim 10, wherein hand-selection is made by a division.
13. (Original) The method of claim 7, wherein qualification is random.
14. (Original) The method of claim 7, wherein qualifications are based on criteria stored in a database.
15. (Original) The method of claim 14, wherein the criteria includes membership in a division.
16. (Original) The method of claim 15, wherein membership in a division is based on geography.
17. (Original) The method of claim 15, wherein membership in a division is based on ranking.
18. (Original) The method of claim 14, wherein criteria includes a ranking.
19. (Original) The method of claim 14, wherein criteria includes demographics.
20. (Original) The method of claim 6, wherein selected competitors are paired at random.
21. (Original) The method of claim 6, wherein selected competitors are paired in a round-robin manner.
22. (Original) The method of claim 6, wherein selected competitors are paired through hand-selection.
23. (Original) The method of claim 6, wherein selected competitors are paired through the issuance of an offer to compete and the acceptance of the offer to compete.
24. (Original) The method of claim 22, wherein hand-selection is made by an audience.
25. (Original) The method of claim 1, wherein the offer to compete is provided to a plurality of potential competitors.
26. (Original) The method of claim 1, wherein the indication is an acceptance to an offer to compete.
27. (Original) The method of claim 1, wherein the indication is a request to issue an offer to compete.

28. (Original) The method of claim 1, wherein none of the paired competitors may view one another's creative works until the creative works are ready for evaluation by an audience.
29. (Original) The method of claim 1, wherein paired competitors have a limited time in which to provide creative works.
30. (Original) The method of claim 1, wherein paired competitors may employ feedback from audience members to update their creative work.
31. (Original) The method of claim 1, wherein competitors are to be paired at random.
32. (Original) The method of claim 1, wherein competitors are to be paired in a round-robin manner.
33. (Original) The method of claim 1, wherein competitors are to be paired through hand-selection.
34. (Original) The method of claim 1, wherein competitors are to be paired through the issuance of an offer to compete and the acceptance of the offer to compete.
35. (Original) The method of claim 1, wherein audience members are limited by qualifications.
36. (Original) The method of claim 35, wherein qualification is based on hand-selection.
37. (Original) The method of claim 36, wherein hand-selection is made by a division.
38. (Original) The method of claim 35, wherein qualification is random.
39. (Original) The method of claim 35, wherein qualifications are based on criteria stored in a database.
40. (Original) The method of claim 39, wherein the criteria includes membership in a division.
41. (Original) The method of claim 40, wherein membership in a division is based on geography.
42. (Original) The method of claim 40, wherein membership in a division is based on ranking.
43. (Original) The method of claim 39, wherein criteria includes a ranking.
44. (Original) The method of claim 39, wherein criteria includes demographics.

45. (Original) The method of claim 1, wherein the audience members provide feedback to paired competitors.
46. (Original) The method of claim 1, wherein a winner is determined for an evaluation.
47. (Original) The method of claim 46, wherein the winner is provided to an audience.
48. (Original) The method of claim 1, further comprising,  
adjusting rankings based on voting results.
49. (Original) The method of claim 48, wherein rankings are adjusted for paired competitors.
50. (Original) The method of claim 48, wherein rankings are adjusted for creative works.
51. (Amended) The method of claim 48, wherein experience is taken into account when adjusting rankings for a competitor.
52. (Original) The method of claim 48, wherein rankings are also based on paired competitors' current rankings.
53. (Original) The method of claim 48, wherein rankings are also based on current rankings of the creative works.
54. (Original) The method of claim 48, wherein rankings are also based on the format of the creative works.
55. (Original) The method of claim 48, wherein rankings are also based on criteria stored in a database.
56. (Original) The method of claim 55, wherein the criteria includes membership in a division.
57. (Original) The method of claim 55, wherein the criteria includes demographics.
- 58. (Amended)** A creative work evaluating processor-implemented system, comprising:  
means to provide an offer to compete to a potential competitor;  
means to obtain an acceptance to an offer to compete from a potential competitor;  
means to pair a plurality of competitors providing an indication evincing a desire to be evaluated;

means to obtain a creative work from each paired competitor;

means to provide the creative works from paired competitors for evaluation to an audience;

means to obtain votes from members of the audience experiencing the creative works;

means to total votes for each creative work.

59. (Original) The system of claim 58, wherein the evaluation is a tournament.

60. (Original) The system of claim 58, further comprising,

means to generate an offer to compete, prior to providing the offer to compete.

61. (Original) The system of claim 58, wherein the offer to compete is over creative works.

62. (Original) The system of claim 58, wherein the offer to compete is upon request of an offering competitor.

63. (Original) The system of claim 58, further comprising,

means to select potential competitors for evaluation, prior to providing the offer to compete.

64. (Original) The system of claim 63, wherein selection for an evaluation is limited by qualification.

65. (Original) The system of claim 64, wherein the qualifications are for potential competitors.

66. (Original) The system of claim 64, wherein the qualifications are for creative works.

67. (Original) The system of claim 64, wherein qualification is based on hand-selection.

68. (Original) The system of claim 67, wherein hand-selection is made by an audience.

69. (Original) The system of claim 67, wherein hand-selection is made by a division.

70. (Original) The system of claim 64, wherein qualification is random.

71. (Original) The system of claim 64, wherein qualifications are based on criteria stored in a database.

72. (Original) The system of claim 71, wherein the criteria includes membership in a division.

73. (Original) The system of claim 72, wherein membership in a division is based on geography.
74. (Original) The system of claim 72, wherein membership in a division is based on ranking.
75. (Original) The system of claim 71, wherein criteria includes a ranking.
76. (Original) The system of claim 71, wherein criteria includes demographics.
77. (Original) The system of claim 63, wherein selected competitors are paired at random.
78. (Original) The system of claim 63, wherein selected competitors are paired in a round-robin manner.
79. (Original) The system of claim 63, wherein selected competitors are paired through hand-selection.
80. (Original) The system of claim 63, wherein selected competitors are paired through the issuance of an offer to compete and the acceptance of the offer to compete.
81. (Original) The system of claim 79, wherein hand-selection is made by an audience.
82. (Original) The system of claim 58, wherein the offer to compete is provided to a plurality of potential competitors.
83. (Original) The system of claim 58, wherein the indication is an acceptance to an offer to compete.
84. (Original) The system of claim 58, wherein the indication is a request to issue an offer to compete.
85. (Original) The system of claim 58, wherein none of the paired competitors may view one another's creative works until the creative works are ready for evaluation by an audience.
86. (Original) The system of claim 58, wherein paired competitors have a limited time in which to provide creative works.
87. (Amended) The system of claim 58, wherein paired competitors may employ feedback to update their creative work.

88. (Original) The system of claim 58, wherein paired competitors may employ feedback from audience members to update their creative work.

89. (Original) The system of claim 58, wherein competitors are to be paired at random.

90. (Original) The system of claim 58, wherein competitors are to be paired in a round-robin manner.

91. (Original) The system of claim 58, wherein competitors are to be paired through hand-selection.

92. (Original) The system of claim 58, wherein competitors are to be paired through the issuance of an offer to compete and the acceptance of the offer to compete.

93. (Original) The system of claim 58, wherein audience members are limited by qualifications.

94. (Original) The system of claim 93, wherein qualification is based on hand-selection.

95. (Original) The system of claim 94, wherein hand-selection is made by a division.

96. (Original) The system of claim 93, wherein qualification is random.

97. (Original) The system of claim 93, wherein qualifications are based on criteria stored in a database.

98. (Original) The system of claim 97, wherein the criteria includes membership in a division.

99. (Original) The system of claim 98, wherein membership in a division is based on geography.

100. (Original) The system of claim 98, wherein membership in a division is based on ranking.

101. (Original) The system of claim 97, wherein criteria includes a ranking.

102. (Original) The system of claim 97, wherein criteria includes demographics.

103. (Original) The system of claim 58, wherein the audience members provide feedback to paired competitors.

104. (Original)        The system of claim 58, wherein a winner is determined for an evaluation.
105. (Original)        The system of claim 104, wherein the winner is provided to an audience.
106. (Original)        The system of claim 58, further comprising,  
                             means to adjust rankings based on voting results.
107. (Original)        The system of claim 106, wherein rankings are adjusted for paired competitors.
108. (Original)        The system of claim 106, wherein rankings are adjusted for creative works.
109. (Amended)        The system of claim 106, wherein experience is taken into account when adjusting rankings for a competitor.
110. (Original)        The system of claim 106, wherein rankings are also based on paired competitors' current rankings.
111. (Original)        The system of claim 106, wherein rankings are also based on current rankings of the creative works.
112. (Original)        The system of claim 106, wherein rankings are also based on the format of the creative works.
113. (Original)        The system of claim 106, wherein rankings are also based on criteria stored in a database.
114. (Original)        The system of claim 113, wherein the criteria includes membership in a division.
115. (Original)        The system of claim 113, wherein the criteria includes demographics.
- 116.** (Amended)        A medium readable by a processor to evaluate a creative work, comprising:  
                             instructions stored in the processor readable medium, wherein the instructions are



issuable by the processor to:

provide an offer to compete to a potential competitor;

obtain an acceptance to an offer to compete from a potential competitor;

pair a plurality of competitors providing an indication evincing a desire to be evaluated;

obtain a creative work from each paired competitor;

provide the creative works from paired competitors for evaluation to an audience;

obtain votes from members of the audience experiencing the creative works;

total votes for each creative work.

117. (Original)        The medium of claim 116, wherein the evaluation is a tournament.

118. (Original)        The medium of claim 116, further comprising,  
generate an offer to compete, prior to providing the offer to compete.

119. (Original)        The medium of claim 116, wherein the offer to compete is over creative works.

120. (Original)        The medium of claim 116, wherein the offer to compete is upon request of an offering competitor.

121. (Original)        The medium of claim 116, further comprising,  
select potential competitors for evaluation, prior to providing the offer to compete.

122. (Original)        The medium of claim 121, wherein selection for an evaluation is limited by qualification.

123. (Original)        The medium of claim 122, wherein the qualifications are for potential competitors.

124. (Original)        The medium of claim 122, wherein the qualifications are for creative

works.

125. (Original)        The medium of claim 122, wherein qualification is based on hand-selection.

126. (Original)        The medium of claim 125, wherein hand-selection is made by an audience.

127. (Original)        The medium of claim 125, wherein hand-selection is made by a division.

128. (Original)        The medium of claim 122, wherein qualification is random.

129. (Original)        The medium of claim 122, wherein qualifications are based on criteria stored in a database.

130. (Original)        The medium of claim 129, wherein the criteria includes membership in a division.

131. (Original)        The medium of claim 130, wherein membership in a division is based on geography.

132. (Original)        The medium of claim 130, wherein membership in a division is based on ranking.

133. (Original)        The medium of claim 129, wherein criteria includes a ranking.

134. (Original)        The medium of claim 129, wherein criteria includes demographics.

135. (Original)        The medium of claim 121, wherein selected competitors are paired at random.

136. (Original)        The medium of claim 121, wherein selected competitors are paired in a round-robin manner.

137. (Original)        The medium of claim 121, wherein selected competitors are paired through hand-selection.

138. (Original)        The medium of claim 121, wherein selected competitors are paired through the issuance of an offer to compete and the acceptance of the offer to compete.

139. (Original)           The medium of claim 137, wherein hand-selection is made by an audience.
140. (Original)           The medium of claim 116, wherein the offer to compete is provided to a plurality of potential competitors.
141. (Original)           The medium of claim 116, wherein the indication is an acceptance to an offer to compete.
142. (Original)           The medium of claim 116, wherein the indication is a request to issue an offer to compete.
143. (Original)           The medium of claim 116, wherein none of the paired competitors may view one another's creative works until the creative works are ready for evaluation by an audience.
144. (Original)           The medium of claim 116, wherein paired competitors have a limited time in which to provide creative works.
145. (Original)           The medium of claim 116, wherein paired competitors may employ feedback from audience members to update their creative work.
146. (Original)           The medium of claim 116, wherein competitors are to be paired at random.
147. (Original)           The medium of claim 116, wherein competitors are to be paired in a round-robin manner.
148. (Original)           The medium of claim 116, wherein competitors are to be paired through hand-selection.
149. (Original)           The medium of claim 116, wherein competitors are to be paired through the issuance of an offer to compete and the acceptance of the offer to compete.
150. (Original)           The medium of claim 116, wherein audience members are limited by qualifications.

151. (Original)      The medium of claim 150, wherein qualification is based on hand-selection.
152. (Original)      The medium of claim 151, wherein hand-selection is made by a division.
153. (Original)      The medium of claim 150, wherein qualification is random.
154. (Original)      The medium of claim 150, wherein qualifications are based on criteria stored in a database.
155. (Original)      The medium of claim 154, wherein the criteria includes membership in a division.
156. (Original)      The medium of claim 155, wherein membership in a division is based on geography.
157. (Original)      The medium of claim 155, wherein membership in a division is based on ranking.
158. (Original)      The medium of claim 154, wherein criteria includes a ranking.
159. (Original)      The medium of claim 154, wherein criteria includes demographics.
160. (Original)      The medium of claim 116, wherein the audience members provide feedback to paired competitors.
161. (Original)      The medium of claim 116, wherein a winner is determined for an evaluation.
162. (Original)      The medium of claim 161, wherein the winner is provided to an audience.
163. (Original)      The medium of claim 116, further comprising,  
adjust rankings based on voting results.
164. (Original)      The medium of claim 163, wherein rankings are adjusted for paired competitors.
165. (Original)      The medium of claim 163, wherein rankings are adjusted for creative

works.

166. (Amended)      The medium of claim 163, wherein experience is taken into account when adjusting rankings for a competitor.

167. (Original)      The medium of claim 163, wherein rankings are also based on paired competitors' current rankings.

168. (Original)      The medium of claim 163, wherein rankings are also based on current rankings of the creative works.

169. (Original)      The medium of claim 163, wherein rankings are also based on the format of the creative works.

170. (Original)      The medium of claim 163, wherein rankings are also based on criteria stored in a database.

171. (Original)      The medium of claim 170, wherein the criteria includes membership in a division.

172. (Original)      The medium of claim 170, wherein the criteria includes demographics.

**173. (Amended)**      An apparatus to evaluate a creative work, comprising:

        a memory, the memory for storing instructions;

        a processor that may issue a plurality of processing instructions stored in the memory,

wherein the processor issues instructions to:

        provide an offer to compete to a potential competitor;

        obtain an acceptance to an offer to compete from a potential competitor;

        pair a plurality of competitors providing an indication evincing a desire to be evaluated;

        obtain a creative work from each paired competitor;

        provide the creative works from paired competitors for evaluation to an audience;

obtain votes from members of the audience experiencing the creative works;  
total votes for each creative work.

174. (Original)        The apparatus of claim 173, wherein the evaluation is a tournament.

175. (Original)        The apparatus of claim 173, further comprising,  
generate an offer to compete, prior to providing the offer to compete.

176. (Original)        The apparatus of claim 173, wherein the offer to compete is over creative  
works.

177. (Original)        The apparatus of claim 173, wherein the offer to compete is upon request  
of an offering competitor.

178. (Original)        The apparatus of claim 173, further comprising,  
select potential competitors for evaluation, prior to providing the offer to  
compete.

179. (Original)        The apparatus of claim 178, wherein selection for an evaluation is limited  
by qualification.

180. (Original)        The apparatus of claim 179, wherein the qualifications are for potential  
competitors.

181. (Original)        The apparatus of claim 179, wherein the qualifications are for creative  
works.

182. (Original)        The apparatus of claim 179, wherein qualification is based on hand-  
selection.

183. (Original)        The apparatus of claim 182, wherein hand-selection is made by an  
audience.

184. (Original)        The apparatus of claim 182, wherein hand-selection is made by a  
division.

185. (Original)        The apparatus of claim 179, wherein qualification is random.

186. (Original)        The apparatus of claim 179, wherein qualifications are based on criteria stored in a database.
187. (Original)        The apparatus of claim 186, wherein the criteria includes membership in a division.
188. (Original)        The apparatus of claim 187, wherein membership in a division is based on geography.
189. (Original)        The apparatus of claim 187, wherein membership in a division is based on ranking.
190. (Original)        The apparatus of claim 186, wherein criteria includes a ranking.
191. (Original)        The apparatus of claim 186, wherein criteria includes demographics.
192. (Original)        The apparatus of claim 178, wherein selected competitors are paired at random.
193. (Original)        The apparatus of claim 178, wherein selected competitors are paired in a round-robin manner.
194. (Original)        The apparatus of claim 178, wherein selected competitors are paired through hand-selection.
195. (Original)        The apparatus of claim 178, wherein selected competitors are paired through the issuance of an offer to compete and the acceptance of the offer to compete.
196. (Original)        The apparatus of claim 194, wherein hand-selection is made by an audience.
197. (Original)        The apparatus of claim 173, wherein the offer to compete is provided to a plurality of potential competitors.
198. (Original)        The apparatus of claim 173, wherein the indication is an acceptance to an offer to compete.
199. (Original)        The apparatus of claim 173, wherein the indication is a request to issue

an offer to compete.

200. (Original)        The apparatus of claim 173, wherein none of the paired competitors may view one another's creative works until the creative works are ready for evaluation by an audience.

201. (Original)        The apparatus of claim 173, wherein paired competitors have a limited time in which to provide creative works.

202. (Original)        The apparatus of claim 173, wherein paired competitors may employ feedback from audience members to update their creative work.

203. (Original)        The apparatus of claim 173, wherein competitors are to be paired at random.

204. (Original)        The apparatus of claim 173, wherein competitors are to be paired in a round-robin manner.

205. (Original)        The apparatus of claim 173, wherein competitors are to be paired through hand-selection.

206. (Original)        The apparatus of claim 173, wherein competitors are to be paired through the issuance of an offer to compete and the acceptance of the offer to compete.

207. (Original)        The apparatus of claim 173, wherein audience members are limited by qualifications.

208. (Original)        The apparatus of claim 207, wherein qualification is based on hand-selection.

209. (Original)        The apparatus of claim 208, wherein hand-selection is made by a division.

210. (Original)        The apparatus of claim 207, wherein qualification is random.

211. (Original)        The apparatus of claim 207, wherein qualifications are based on criteria stored in a database.



212. (Original) The apparatus of claim 211, wherein the criteria includes membership in a division.
213. (Original) The apparatus of claim 212, wherein membership in a division is based on geography.
214. (Original) The apparatus of claim 212, wherein membership in a division is based on ranking.
215. (Original) The apparatus of claim 211, wherein criteria includes a ranking.
216. (Original) The apparatus of claim 211, wherein criteria includes demographics.
217. (Original) The apparatus of claim 173, wherein the audience members provide feedback to paired competitors.
218. (Original) The apparatus of claim 173, wherein a winner is determined for an evaluation.
219. (Original) The apparatus of claim 218, wherein the winner is provided to an audience.
220. (Original) The apparatus of claim 173, further comprising,  
adjust rankings based on voting results.
221. (Original) The apparatus of claim 220, wherein rankings are adjusted for paired competitors.
222. (Original) The apparatus of claim 220, wherein rankings are adjusted for creative works.
223. (Amended) The apparatus of claim 220, wherein experience is taken into account when adjusting rankings for a competitor.
224. (Original) The apparatus of claim 220, wherein rankings are also based on paired competitors' current rankings.
225. (Original) The apparatus of claim 220, wherein rankings are also based on current

rankings of the creative works.

226. (Original)        The apparatus of claim 220, wherein rankings are also based on the format of the creative works.

227. (Original)        The apparatus of claim 220, wherein rankings are also based on criteria stored in a database.

228. (Original)        The apparatus of claim 227, wherein the criteria includes membership in a division.

229. (Original)        The apparatus of claim 227, wherein the criteria includes demographics.

**230. (Amended)**        A evaluation reporting processor-implemented method, comprising:  
                              updating rankings for competitors and creative works, wherein the rankings are based on evaluations of creative works from accepted offers to compete, wherein the evaluations are based on votes from an audience, wherein creative works are obtained for the evaluations;  
                              generating lists of competitors by criteria;  
                              listing potential competitors by criteria.

231. (Original)        The method of claim 230, wherein the criteria is saved in a database.

232. (Original)        The method of claim 230, wherein the criteria includes divisions.

233. (Original)        The method of claim 230, wherein the criteria includes rankings.

234. (Original)        The method of claim 230, wherein the criteria includes demographics.

235. (Original)        The method of claim 230, wherein the criteria includes geographic regions.

**236. (Amended)**        A evaluation reporting processor-implemented system, comprising:  
                              means to update rankings for competitors and creative works, wherein the rankings are based on evaluations of creative works from accepted offers to compete, wherein the evaluations are based on votes from an audience, wherein creative works are obtained for the evaluations;

means to generate lists of competitors by criteria;

means to list potential competitors by criteria.

237. (Original)           The system of claim 236, wherein the criteria is saved in a database.

238. (Original)           The system of claim 236, wherein the criteria includes divisions.

239. (Original)           The system of claim 236, wherein the criteria includes rankings.

240. (Original)           The system of claim 236, wherein the criteria includes demographics.

241. (Original)           The system of claim 236, wherein the criteria includes geographic regions.

**242.** (Amended)        A medium readable by a processor to report evaluations, comprising:  
instructions stored in the processor readable medium, wherein the instructions are issuable by the processor to:

update rankings for competitors and creative works, wherein the rankings are based on evaluations of creative works from accepted offers to compete, wherein the evaluations are based on votes from an audience, wherein creative works are obtained for the evaluations;

generate lists of competitors by criteria;

list potential competitors by criteria.

243. (Original)           The medium of claim 242, wherein the criteria is saved in a database.

244. (Original)           The medium of claim 242, wherein the criteria includes divisions.

245. (Original)           The medium of claim 242, wherein the criteria includes rankings.

246. (Original)           The medium of claim 242, wherein the criteria includes demographics.

247. (Original)           The medium of claim 242, wherein the criteria includes geographic regions.

**248.** (Original)        An apparatus to report evaluations, comprising:  
a memory, the memory for storing instructions;

a processor that may issue a plurality of processing instructions stored in the memory,  
wherein the instructions issue signals to:

update rankings for competitors and creative works, wherein the rankings are based on evaluations of creative works from accepted offers to compete, wherein the evaluations are based on votes from an audience, wherein creative works are obtained for the evaluations;

generate lists of competitors by criteria;

list potential competitors by criteria. 249. (Original)      The apparatus of claim 248, wherein the criteria is saved in a database.

250. (Original)      The apparatus of claim 248, wherein the criteria includes divisions.

251. (Original)      The apparatus of claim 248, wherein the criteria includes rankings.

252. (Original)      The apparatus of claim 248, wherein the criteria includes demographics.

253. (Original)      The apparatus of claim 248, wherein the criteria includes geographic regions.

**254. (Amended)**      A medium readable by a processor, comprising:

execution-instructions in the processor readable medium, wherein the execution-instructions are issuable by the processor and include:

a competition accepted offer field;

a competitor identifier field;

a creative work format field, wherein the format field specifies a format type for evaluation of creative works;

a deadline field, wherein the deadline specifies a time allotment for submission of a creative work.

255. (Original)      The medium of claim 254, wherein the competitor identifier identifies a specific competitor.

256. (Original)        The medium of claim 254, wherein the competitor identifier identifies criteria for selecting a potential competitor.
257. (Original)        The medium of claim 254, wherein the criteria includes criteria saved in a database.
258. (Original)        The medium of claim 256, wherein the criteria includes divisions.
259. (Original)        The medium of claim 256, wherein the criteria includes rankings.
260. (Original)        The medium of claim 256, wherein the criteria includes demographics.
261. (Original)        The medium of claim 256, wherein the criteria includes geographic regions.
262. (Original)        The medium of claim 254, wherein the format type includes a duration for the creative work.
263. (Original)        The medium of claim 254, wherein the format type includes multimedia.
264. (Original)        The medium of claim 254, wherein the format type includes audio.
265. (Original)        The medium of claim 254, wherein the format type includes video.
266. (Original)        The medium of claim 254, wherein the format type includes text.
267. (Original)        The medium of claim 254, wherein the format type includes graphics.
268. (Original)        The medium of claim 254, wherein the format type includes a size limitation of the creative work.